

Table 6/Historical. U.S. Electronic Shopping and Mail-Order Houses (NAICS 45411) - Total and E-commerce Sales by Merchandise Line<sup>1</sup>: 2000-2005

[Estimates are based on data from the Annual Retail Trade Survey. Sales estimates are shown in millions of dollars, consequently industry group estimates may not be additive.]

Merchandise Lines	Value of Sales											
			2004		2003		2002		2001		2000	
	2005		Revised		Revised		Revised		Revised		Revised	
	Total	E-commerce	Total	E-commerce	Total	E-commerce	Total	E-commerce	Total	E-commerce	Total	E-commerce
Total Electronic Shopping and Mail-Order Houses (NAICS 45411)	161,598	65,387	147,199	53,420	131,171	42,784	122,313	34,833	114,844	26,429	113,877	21,397
Books and magazines	5,966	3,225	5,699	2,816	5,059	2,417	4,766	2,110	4,440	1,843	4,412	1,837
Clothing and clothing accessories (includes footwear)	15,893	7,921	13,984	6,101	13,358	5,004	13,846	4,361	15,279	3,256	15,225	2,252
Computer hardware	19,895	9,079	19,422	7,765	17,938	6,531	18,686	6,162	21,076	5,475	27,195	6,070
Computer software	3,680	1,850	3,224	1,563	3,069	1,288	3,816	1,328	4,068	1,207	3,736	1,126
Drugs, health aids, and beauty aids	43,150	6,450	40,067	5,993	33,048	3,877	26,882	2,436	19,390	1,323	15,441	732
Electronics and appliances	8,996	5,997	7,464	4,583	6,072	3,311	4,961	2,370	4,231	1,715	3,525	1,100
Food, beer, and wine	3,062	1,369	2,354	829	2,078	701	1,981	650	2,015	484	1,952	587
Furniture and home furnishings	9,707	5,075	8,279	3,890	7,964	3,245	7,344	2,435	6,724	1,664	6,570	1,008
Music and videos	3,645	2,164	4,154	2,055	3,962	1,814	4,348	1,662	4,383	1,380	4,574	1,205
Office equipment and supplies	7,068	4,288	6,533	3,658	6,204	3,264	5,971	2,507	6,371	1,920	6,940	1,393
Sporting Goods	3,290	1,568	2,618	1,013	2,430	914	2,744	925	1,757	479	1,791	410
Toys, hobby goods, and games	3,609	1,809	3,338	1,440	3,475	1,412	3,439	1,171	2,941	856	3,110	798
Other merchandise <sup>2</sup>	25,345	9,930	22,127	7,340	19,878	5,722	18,123	4,210	17,910	3,045	16,225	1,869
Nonmerchandise receipts <sup>3</sup>	8,292	4,662	7,936	4,374	6,636	3,284	5,406	2,506	4,259	1,782	3,181	1,010

Note: Estimates are not adjusted for price changes. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit [www.census.gov/mrts/www/nrely.html](http://www.census.gov/mrts/www/nrely.html).

<sup>1</sup> Estimates include data for businesses with or without paid employees, are grouped according to merchandise categories used in the Annual Retail Trade Survey.

<sup>2</sup> Includes other merchandise such as collectibles, souvenirs, auto parts and accessories, hardware, lawn and garden equipment and supplies, and jewelry.

<sup>3</sup> Includes nonmerchandise receipts such as auction commissions, customer training, customer support, advertising, and shipping and handling.

Source: U.S. Census Bureau, Annual Retail Trade Survey